

HISTORIC PRESERVATION ADVISORY GROUP

Meeting Minutes

June 7th, 2010

10:10 A.M. – 4:05 P.M.

Attendees: Kathleen Kilpatrick, Chair; Dr. Laurenett Lee; Robert Nieweg; Jeanne Zeidler; Dorothy Redford, Eleanor Krause, John Munick, Alisa Bailey, Catharine Gilliam

Absent: Bill Frazier

Others Attending: Peter Dajevskis, Interpretive Solutions; Ann Clausen, Interpretive Solutions John Gerner, Leisure Business Advisors, Interpretive Solutions; Greg Rutledge, Hanbury Evans Wright & Vlattas; Sallie Di-Venuti, Hampton Convention & Visitors Bureau; Jim Beard, Virginia Museum of Natural History; Bill Brookover, NPS; Waite Rawls, Museum of the Confederacy; Bill Armbruster, FMFADA; Cherilyn Widell, FMFADA; Josh Gillespie, FMFADA; John Hutcheson, FMFADA; Jerry Moore, FMFADA; Conover Hunt, FMFADA; Melissa Farrington, FMFADA; Trudy O'Reilly, O'Reilly Public Relations.

Meeting agenda is attached.

Call to Order

Ms. Kilpatrick called the meeting to order, and called roll. There being no discussion, Alisa Bailey moved approval of the minutes, seconded by Dr. Laurant Lee. The minutes were unanimously approved.

Ms. Kilpatrick noted that it is the last official meeting of the HPAG and thanked the group for their efforts and two and a half years of service. Ms. Kilpatrick then let members and non-members introduce themselves and highlight their background in reference to the group. She stated that the largest goal of the group was to help create a vibrant place for the future in both character and quality. Ms. Bailey recognized and complimented Ms. Kilpatrick for her leadership.

Executive Director's Report

Mr. Armbruster began by thanking Ms. Kilpatrick and the entire group for their hard work and said that he would call on members when needed. Mr. Armbruster began his official report by outlining management changes regarding both staff and consultants. He outlined both Cherilyn Widell and John Hutcheson's diverse background. Mr. Armbruster highlighted the number one challenge at Fort Monroe: Infrastructure. He stated that a letter promoting help on the flood protection infrastructure project had been signed by eighteen leaders of local communities and would be forwarded to Senator Warner. Mr. Armbruster highlighted the progress of the NPS task force and that the group had their letter signed by five congressional leaders supporting Fort Monroe as a unit of the NPS. This legislation will be introduced in the fall session.

Mr. Armbruster spotlighted the cooperation of the Army and reported the FMFADA would be take over Wherry Housing in August. Mr. Armbruster stated the final board meeting June 24th would be a marathon meeting showing the Authority meeting both milestones and deadlines. Mr. Armbruster outlined the Economic Development Conveyance components and stated that it would be completed by the end of the calendar year.

Interpretive Master Plan Draft- Ann Clausen

Ms. Clausen outlined the themes for the IMP: Natural Environment, Virginia Indians, African Americans, Civil War, Defense of the Nation, and Old Point Comfort Resorts. All themes are closely related, yet have separate narratives. Ms. Clausen stated the audiences will either be day visitors, longer-stay visitors, learners, or resident and office workers. She outlined the surveys and meetings that have been done by the group. The results show that visitors want beach vacations and history lessons. Ms. Clausen also stated that her group has learned that not many people know about Fort Monroe, therefore marketing has a large job. She stated that surveys have found that the best place name would be Fort Monroe at Old Point Comfort.

Ms. Clausen stated there are many parties interested in partnerships such as museums, interpretive networks, and other parties. Ms. Clausen outlined the four phases of the interpretive plan that span fifteen years. The first phase would establish a visitors' center. The second phase would create a dormitory setting at Randolph Hall for educational purposes. The third phase would concentrate on the interpretation of Old Quarters #1. The fourth phase outlined the location of potential museum sites.

Mr. Nieweg questioned whether Hampton University had been considered as a partner. Ms. Krause stated that she thought the PX was both an interesting and smart choice for a visitors' center because of the location. Ms. Bailey stated that the group should look to the Virginia Tourism Corporation for a funding opportunity and should look at the Phoebus area to house an adjunct center. Ms. Bailey recommended that a museum shop open immediately during phase one and that marine resources be examined as a potential partner. Lastly, there should be an employee training program immediately. Mr. Rawls stated that Fort Monroe is a place that could attract national attention. Ms. Redford recommended that the interpretive master plan process should be reviewed annually. Ms. Kilpatrick stated that she liked the approach that the group was taking by examining creative ways to move more people around the property. Ms. Kilpatrick stated that parking use should be a lower priority than other land uses. She also questioned whether the IMP would make a formal recommendation against a road at the north end. Ms. Clausen stated they could add that in the report and support a bike trail. Mr. Armbruster reminded the group that the Board and City of Hampton have discussed access for emergency vehicles. Mr. Beard stated that the IMP had accepted the natural working group's recommendations. Ms. Krause stated that the HPAG should formally recommend no establishment of a northern connector road and that Phoebus should be involved in this process. Mr. Armbruster pointed out that there is a current study underway for VDOT.

Public Comment

Mr. Guy introduced the idea of light rail and questioned why all Hampton Roads area schools were not listed under potential partners. Ms. Clausen stated that the group will look at all seven school systems.

Ms. Krause remarked that the group should also look at water transportation. Mr. Perreault stated that Fort Monroe should apply for a grant in reference to a bike path. Mr. Rawls questioned the use of Building 5 and questioned why the space could not house multiple museums. Mr. Dajevskis noted that Building 5 was studied in great detail in accordance with museum standards with the following findings: Building 5 has problems with visitor circulating. He also stated that it would be an expensive rehabilitation and that there is no historical context. Mr. Dajevskis also stated that there is no parking therefore all reasons included would be why the group did not recommend the space.

Ms. Gergely recommended that individual museums should have their own shops. Ms. Krause added that themes should be linked to partners. Ms. Redford recommended a commitment of a consultant to work on both the African American and Contraband story. Mr. Butler added that all themes involve freedom. Mr. Neiweg stated that an individual should be hired to establish the definitive African American story.

Cultural Business Plan-John Gerner

Mr. Gerner began by stating the assumption that FMA would be the landlord and that there would be a conservation fee and that the operations of Fort Monroe would be planned by others. Mr. Gerner discussed partnerships of both the NPS and museums. He also discussed the RFP process. Mr. Gerner stated that the FMA would be responsible for the administration and marketing and that the authority would follow a cash-flow neutral approach. He said that the visitor center is recommended to be located inside the current PX. Mr. Gerner reviewed and recommended an organizational chart for the public programs department and outlined both revenue and expenses for the FMA. He explained the estimated projects of capital costs by year and stated that the main goal.

Marketing Plan- Trudy O'Reilly

Ms. O'Reilly introduced three overall marketing recommendations: create awareness, introduce the brand, and promote public programs.

Ms. Gergely voiced her concern for a ten dollar charge for parking is too expensive and asked whether there would be season passes available. Ms. Bailey outlines the importance of food service. Mr. Armbruster stated that the business plan will be integrated with the real estate plan. Ms. Di-Venuti stated that conversations should begin between Ms. O'Reilly, Ms. Bailey, and herself. Mr. Munick suggested examining qualifications for tax credits and asked whether Chamberlin visitors would have to pay a parking fee. Mr. Armbruster replied they would not. Ms. Krause outlined the perception problem of a guarded gate. Ms. Lee said public programs should reflect an employee working on the African American story. Ms. Kilpatrick warned that not all eggs should be put in one basket (tourism). Mr. Armbruster stated that Thursday night concerts at Fort Monroe will probably continue. Ms. O'Reilly reported that the authority already markets Fort Monroe's events.

Mr. Guy applauded Ms. O'Reilly's presentation. Mr. Perrault expressed concern about a ten dollar parking fee because it would suppress the casual local visitor. He also thought FMA should be involved in clean up the bay efforts and said he was concerned about the PX as a permanent visitor center because

the Wherry Quarter is listed as undetermined. Mr. Dajevskis stated that the PX building could be made more visually appealing with low cost exterior alterations.

Historic Preservation Manual and Design Standards- Eleanor Krause and Greg Rutledge

Ms. Krause stated that the group was ninety nine percent finished with site elements and would put more work and effort into the document before it was available for public comment. She also noted that the document is a two volume product and that it is not a zoning document nor does it address things such as traffic and parking. Ms. Krause said that Cherylyn Widell would be integral in enforcing these guidelines. Ms. Krause said the standards might need additional information for staff as a working reference like a teacher's manual. She also stated that the committee had decided to break management zones into subzones, to facilitate design standards at a finer level needed for the diverse site, architecture, and history are diverse on Fort Monroe.

Mr. Rutledge outlined the four sections of the design standards and presented a detailed review.

[Editor's Note: Please see the attached Power Point and extracted materials on file associated with Mr. Rutledge's Presentation]

Mr. Beard expressed his concern for the vegetation and live oaks. Ms. Widell questioned both an environmental plan and the idea of buffer zones. Mr. Nieweg stated that he felt these standards would make the area economically sustainable, yet stated that he was against construction in the purple area shown as no build buffer areas. Ms. Gergely expressed concern for the view shed of the Jefferson Davis arch.

Mr. Martin stated that he felt green sustainable practices in design standards should be more than a suggestion.

Mr. Nieweg said that the document should state that it is a work in progress. Mr. Brookover noted that the document would be subject to periodic reviews. Ms. Krause stated that she would add that information into the introduction section. Ms. Kilpatrick reiterated that the design standards are a living document. Ms. Kilpatrick also mentioned that there needs to be a proactive approach to marketing by the authority. Mr. Munick stated that the Authority there needs to exercise good controls in selecting developers. Ms. Krause reminded the group that the missing piece is the master plan. Mr. Munick made a motion to recommend the design standards seconded by Eleanor Krause.

Ms. Gilliam stated that there are many examples we could learn from and not repeat and reminded the group that it is premature for the National Park Service to act. Ms. Lee stated that she felt the story should be called Baker Townsend rather than the contraband story. Mr. Rawls stated that the goals of the IMP and the Master Plan should be cross referenced.

New Business- Kathleen Kilpatrick

Ms.Kilpatrick suggested that recommendations be made on the following items by the advisory group:

- Emphasize higher objective of reusing historic buildings first
- Consideration be given to Master Planning and a strategic development plan
- Concentrate on strategic, proactive development planning
- hire individual to examine/curate the African American
- Pursue federal funding for the transition
- Recommend formally no new road at the north end
- Engage the Phoebus and Buckroe communities
- Seek TEA-21 transportation enhancement grants for bicycles, bridge improvements, and transportation planning.
- Review the Interpretive Master Plan annually
- Crosscheck the IMP with the NPS interpretive experts as soon as possible.
- Emphasize the importance of visitor services such as sustained marketing, retail operations, and food services
- Presentations of recommendation to Board.

Public Comment

Ms. Gergley stated that in zone C Hampton is looking at developing museums.